



Department of Public Relations

2017 Strategic Plan

2017 Goals:

Promote Whitestown's Image / Identity:

We made great strides in 2016 to bring greater awareness to the Whitestown brand and carve out Whitestown's identity as its own community. We continually searched for ways to generate positive publicity for the Town. We also made progress in educating the public, businesses and media about the Town Limits, despite the address confusion. In 2017, we will continue to build our brand and reinforce the image that Whitestown is an up-and-coming, safe, family-friendly, wonderful place to live. We will continue to use data collected during the 2015 survey/rebranding project as a guiding tool when making choices about word usage and how to best promote our Town and tell our growth story.

Social Media & News Media Coverage:

We will continue to constantly reinforce Whitestown's presence and growth story through social media posts and by obtaining media coverage about positive stories happening in Whitestown. The Director of Public Relations will continue to consistently pitch positive stories about Whitestown and Whitestown businesses to local print and broadcast media as appropriate. We will also continue to use Twitter and Facebook as a way to keep residents informed/involved. By increasing engagement on the Town's social media pages, we will provide our residents with an interactive and transparent experience with local government. The Director of P.R. will continue to regularly post interesting and helpful content and to respond to residents' questions (when appropriate) in a positive and timely manner during normal business hours. The frequent posting of interesting content and useful information also helps build a more solid feeling of community. #WhitestownProud

Communication Strategy:

We will continue to use the Strategic Communication Plan and the Communication Calendar (developed in May of 2015) as a guide to drive daily communication between the Town of Whitestown, our residents and appropriate media outlets. The Director of Public Relations will update the Calendar and Strategic Plan each year.

YouTube Channel:

The Director of P.R. will continue to add videos to the Town's now updated YouTube channel. All monthly Town Council Meetings are now organized by most recent date and in easy to manage sections. Sections have also been added for National Night Out videos, recent media coverage and Plan Commission meetings. All public Town Council and Plan Commission meetings are usually uploaded to YouTube within 24 hours in an effort to increase our transparency and as a convenience for our residents who cannot make the meetings. The Director of Public Relations will also continue to Live-Tweet throughout Town Council meetings each month and during other meetings when appropriate.

Website Redesign Launch:

Our website is our 'front door' for residents who want to learn more about Whitestown. I'd like to see the newly designed website launched in 2017, or pursue a redesign with our current hosting company, so that our website will support video and changing images. Our website is currently filled with tons of great information, but I'd like to see it be more aesthetically pleasing and easy to navigate. The Director of P.R. will continue to manage the 'News Releases' and 'Recent Media Coverage' sections of the website under the 'In The News' drop down tab, which was created by the Director of P.R. shortly after being hired in 2015.

Address Change:

Push to change the postal address for some Whitestown residents and businesses within the Town Limits. This will be vital in eliminating the current confusion over where our neighborhoods and businesses are located. According to our lobbyists, it may be possible to change some current 'Zionsville' addresses to 'Whitestown' while keeping the 46077 zip code. As we grow our brand, it's important that we get credit for all the wonderful amenities within our Town borders. This change is especially vital for our businesses in the Anson Retail District of Whitestown where the address confusion limits our ability to promote our Town's businesses and is detrimental to our branding/identity efforts. As new neighborhoods are developed (like the new Golf Club of Indiana neighborhood and the new Westwood Landing neighborhood coming in 2017) it is important that we push to make sure those new homes have Whitestown addresses. This will also help build a sense of cohesiveness between our neighborhoods within Whitestown.

InDesign Training/Quarterly Newsletters:

The Director of P.R. may consider attending a professional workshop to learn Adobe InDesign to aid with the creation of our seasonal newsletters.

2017 Video Opportunities:

Add Position: Assistant Director of Public Relations/Professional Videographer & Editor - \$40,000 - 50,000/yr.

Consider hiring a fulltime professional videographer/editor for the Town of Whitestown. The videographer will shoot and edit high-quality videos that will be uploaded to the Town's website

(once updated and capable of playing videos). Professional quality videos will also be shared directly with certain groups, uploaded to the Town's YouTube channel, and shared on the Town's social media pages. Video topics will include:

- promotional videos highlighting Whitestown's residential, industrial & business growth
- major Town events
- video blogs dealing with different issues of interest to Whitestown residents
- ribbon cuttings, ground breakings and road construction project updates
- profile new businesses
- feature a Business of the Month
- profile human interest stories of Whitestown residents
- provide details about new programs, ordinances or boards & commissions
- promote Police Department & Fire Department training and programs
- educate residents about upcoming events or new development
- video news releases that can be provided directly to local news media

Adding a video element to our communications department will keep us a step ahead as we grow our brand. Pictures tell a thousand words. Visuals are vital on social media posts nowadays to grab attention in the endless stream of content. Video will greatly aid us in telling our stories to residents and potential residents/business owners/developers. Having an in-house position means we can build a video library and constantly update our videos to include new neighborhoods, new businesses, new park space and trails, etc. without incurring the additional fees that an outside agency would charge us for each change/edit. One, single promotional video outsourced could cost the Town \$30,000 or more, then be outdated within 6 months due to our rapid growth. With our own employee, I envision us producing as many as three high-quality videos per week.

A high quality, Town promotional video would be shared directly with businesses, developers, the Boone County EDC, state economic development leaders and local realtors to use as a marketing tool.

Editing:

Editing will be done on Adobe Premiere Pro. Premiere Pro is comparable to Final Cut X software used by professional television news outlets and post-production video companies. The Department of Public Relations currently has access to Premiere Pro through the full Adobe Creative Suite that is currently being purchased as an add-on to the Police Department's monthly subscription.

Long-Term (5 Year) Marketing/Promotions Plan:

Live-streaming camera:

Look into the possibility of live-streaming 24/7 to the Town's website from a weather camera that could be mounted atop the Whitestown Municipal Complex or one of the tall buildings in Whitestown: Hampton Inn, Holiday Inn Express, the Blvd Apartments, etc.

Add Marketing & Promotions Director:

Consider adding a position of Marketing & Promotions Director who will help with overall Town promotions as well as Parks Department promotions. S/he will create promotions, contests, giveaways, social media blitzes, etc. that will engage Whitestown residents and grow our brand.

This would make the Department of Public Relations a three-person department with a Director of Public Relations, Assistant Director of Public Relations (Videographer/Editor), and a Director of Marketing and Promotions.

Town Magazine:

Consider creating a Whitestown magazine to promote our Town's amenities, events, neighborhoods and businesses. Distribute magazine to be used as a marketing tool for local developers, realtors, etc.

Whitestown Chamber of Commerce:

The owners of Zyntango Farms are already discussing created a Whitestown Chamber of Commerce.

New Video Camera:

Consider purchasing a new video camera to keep up with changing technology in 5 years

Website Redesign:

A website redesign will be needed in another 5 years to create an update welcoming, easy-to-navigate website that can support multiple images and videos (\$10,000-\$20,000)

10-year plan:

Consider expanding the Department with Public Relations, adding Social Media and Marketing & Promotions positions as needed to correspond with the Town's growth

Consider high-end, custom website redesign - \$20,000-\$40,000